SESSION 1: Applying the “6 Ps” of Marketing

Presented by Myrna Greenfield, Good Egg Marketing & Rio Grande Colonias USDA Regional Food Business Center

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Introduce Yourself

- Name
- Where you work
- Where you live
- One thing you love about what you do

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Who I Am



- Hatched Good Egg Marketing in 2010.
- Provide marketing, business planning, and training for farms, food businesses, and other consultants.
- Speaker at conferences and events.
- Author, *Marketing Your Farm.*

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COURSE OVERVIEW

Farm & Food Marketing: Training for Technical Assistance Providers



- Slide presentations
- Handouts, exercises, quizzes
- Short readings from *Marketing Your Farm* before each session (optional)
- Breakout groups
- Tools to try out in class and use with clients

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Farm & Food Marketing Curriculum: Training Course Overview

1
Applying the "6Ps" of Marketing

2
Customers, Competition, & Branding

3
Planning and Evaluating Success

4
Mastering Three Key Marketing Goals

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Session 1 Agenda:

1
Introductions; Course Overview

2
What is Marketing?

3
The “Six Ps”

4
Market Research: Trends, Know Your Market

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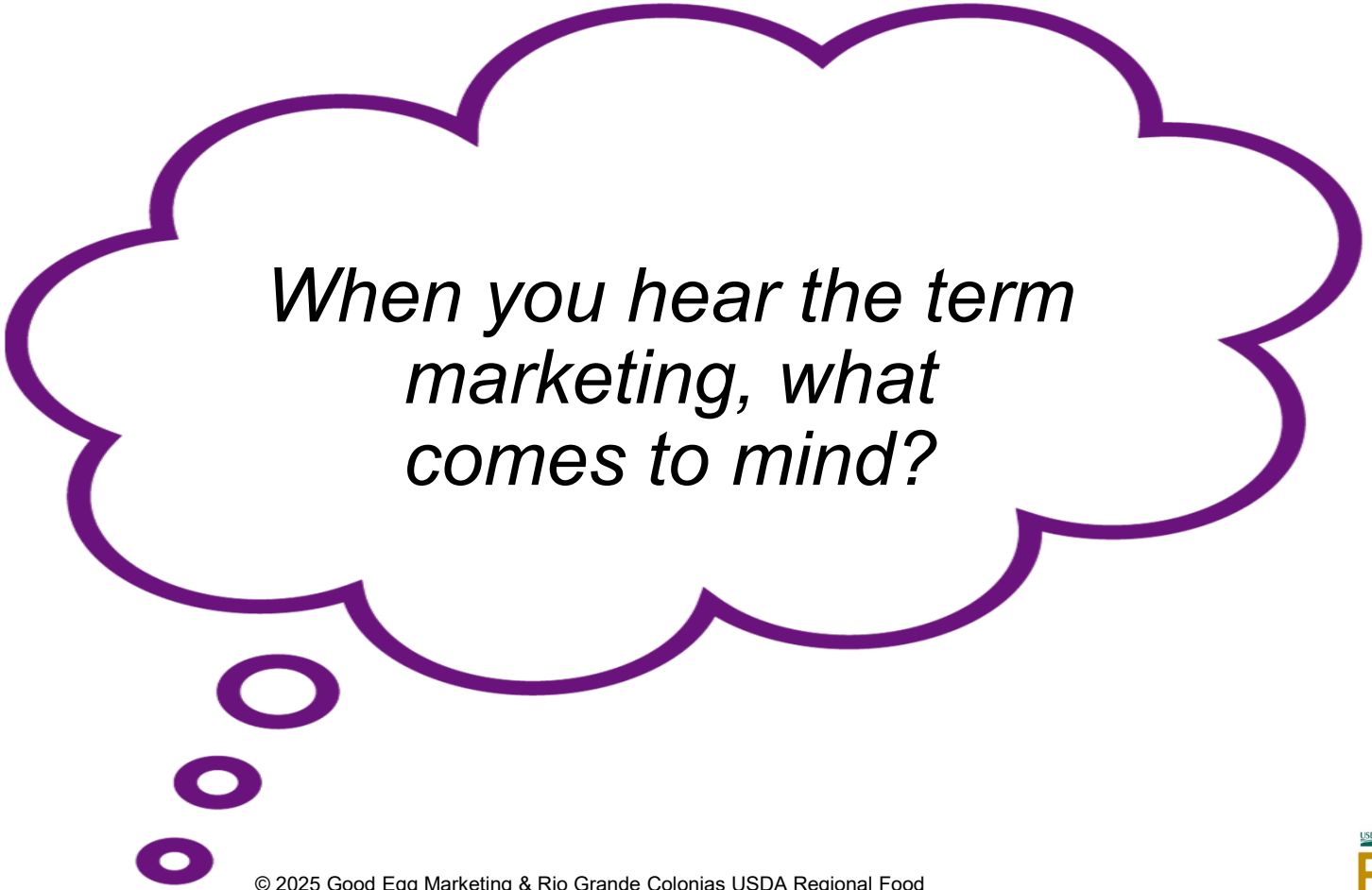
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What is Marketing?

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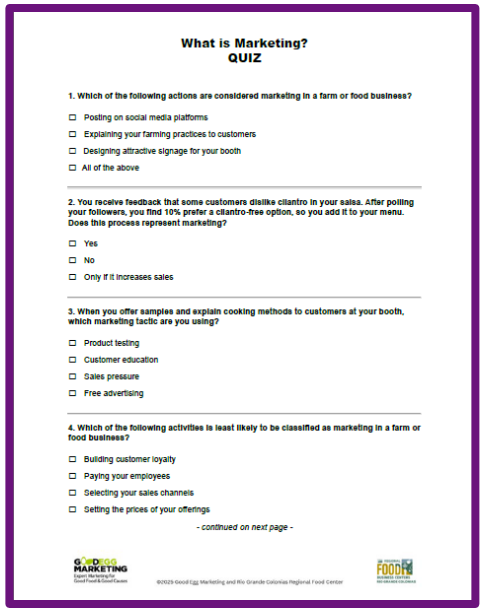
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QUIZ

Test Your Marketing Knowledge



What is Marketing?
QUIZ

1. Which of the following actions are considered marketing in a farm or food business?

- ☐ Posting on social media platforms
- ☐ Explaining your farming practices to customers
- ☐ Designing attractive signage for your booth
- ☐ All of the above

2. You receive feedback that some customers dislike cilantro in your salsa. After polling your followers, you find 10% prefer a cilantro-free option, so you add it to your menu. Does this process represent marketing?

- ☐ Yes
- ☐ No
- ☐ Only if it increases sales

3. When you offer samples and explain cooking methods to customers at your booth, which marketing tactic are you using?

- ☐ Product testing
- ☐ Customer education
- ☐ Sales pressure
- ☐ Free advertising

4. Which of the following activities is least likely to be classified as marketing in a farm or food business?

- ☐ Building customer loyalty
- ☐ Paying your employees
- ☐ Selecting your sales channels
- ☐ Setting the prices of your offerings

- continued on next page -

What Is Marketing? Quiz

- **Purpose:** Test your marketing knowledge.
- Open the “What is Marketing?” quiz.
- You have 10 minutes to finish.
- We’ll discuss the answers in the full group afterwards.

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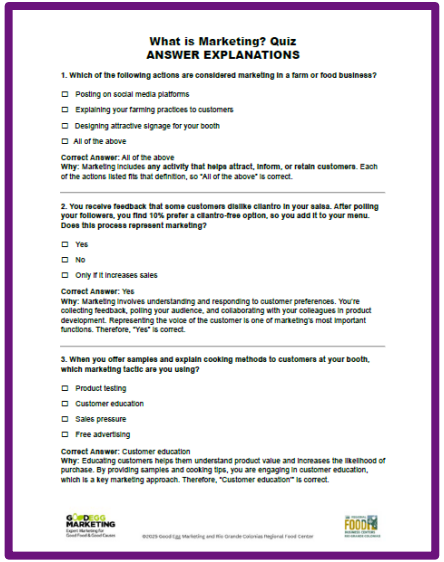
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QUIZ

Review the Answers

- Open the file titled “ANSWERS What is Marketing? Quiz.”
- We’ll discuss the answers.



What is Marketing? Quiz
ANSWER EXPLANATIONS

1. Which of the following actions are considered marketing in a farm or food business?

- ☐ Posting on social media platforms
- ☐ Explaining your farming practices to customers
- ☐ Designing attractive signage for your booth
- ☐ All of the above

Correct Answer: All of the above
Why: Marketing includes any activity that helps attract, inform, or retain customers. Each of the actions listed fits that definition, so "All of the above" is correct.

2. You receive feedback that some customers dislike cilantro in your salsa. After polling your followers, you find 10% prefer a cilantro-free option, so you add it to your menu. Does this process represent marketing?

- ☐ Yes
- ☐ No
- ☐ Only if it increases sales

Correct Answer: Yes
Why: Marketing involves understanding and responding to customer preferences. You're collecting feedback, polling your audience, and collaborating with your colleagues in product development. Representing the voice of the customer is one of marketing's most important functions. Therefore, "Yes" is correct.

3. When you offer samples and explain cooking methods to customers at your booth, which marketing tactic are you using?

- ☐ Product testing
- ☐ Customer education
- ☐ Sales pressure
- ☐ Free advertising

Correct Answer: Customer education
Why: Educating customers helps them understand product value and increases the likelihood of purchase. By providing samples and cooking tips, you are engaging in customer education, which is a key marketing approach. Therefore, "Customer education" is correct.

ANSWERS: What Is Marketing? Quiz

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What is Marketing?

(One of Many Definitions)

Marketing is a versatile set of processes, tools, and tactics that can be used to:

- Attract potential customers;
- Build customer loyalty;
- Generate and increase sales; and
- Achieve other business goals.

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Marketing is NOT a “one-size-fits-all” or a “one-and-done” process

- Size matters
- Years in business matters
- Goals and values matter
- Ability to implement matters
- Your preferences (and customer needs) matter
- Needs change over time

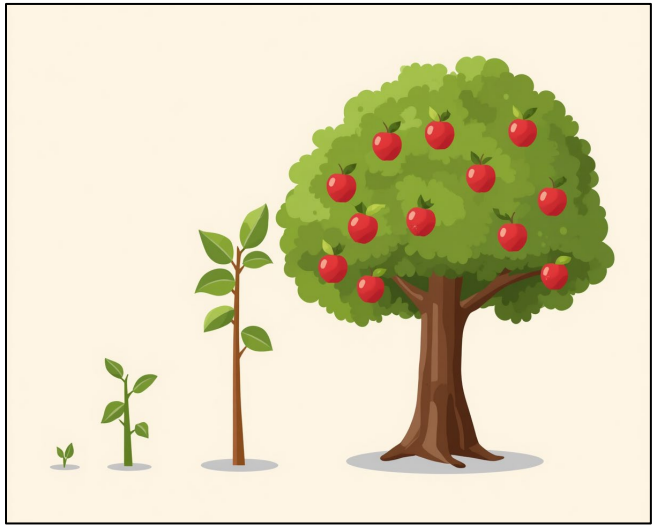


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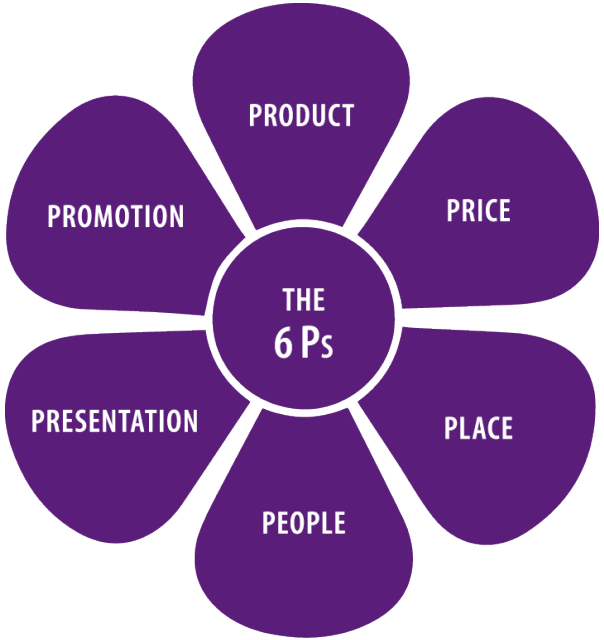
The 6 Key Elements of Local Farm & Food Marketing (aka The “6 Ps”)

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The “6 Ps”: Your Marketing Framework



The 6 Ps are a framework you can use to evaluate and strengthen your marketing strategy to achieve your goals.

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Products, Services, Experiences



Products



Services



Experiences

If your business sells more than one type of offering, you may attract a different customer base for each one.

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Price

- Many businesses struggle to find the right pricing.
- Some owners fail to price in the cost of their own direct labor, marketing, distribution, and profit.
- The right marketing can help businesses add value to their offerings that justify higher prices.



This farm standardized its pricing for $5 per unit.

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Place (Distribution)

Direct to Consumer

- Farmers market
- Farm stands
- CSAs
- Pop-ups
- Ecommerce
- Delivery

Wholesale Customers

- Retail
- Food service
- Institutional
- Manufacturers
- Food hubs, distributors and other intermediaries



ThePeachTruck.com has developed an impressive Direct to Consumer following over the past decade.

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Presentation

- Packaging
- Displays
- Signage
- Logo, fonts, & color palette
- Print materials
- Digital materials
- In-person presence
- “Brand personality”

Backyard Farms, a Maine-based year-round greenhouse produce grower now owned by Mastronardi Produce of Ontario, packages their tomatoes (pictured right) to look as if they were grown on a small family farm.



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People

- Owners & staff
- Customers
- Suppliers
- Partners
- Peers/Competitors
- Neighbors

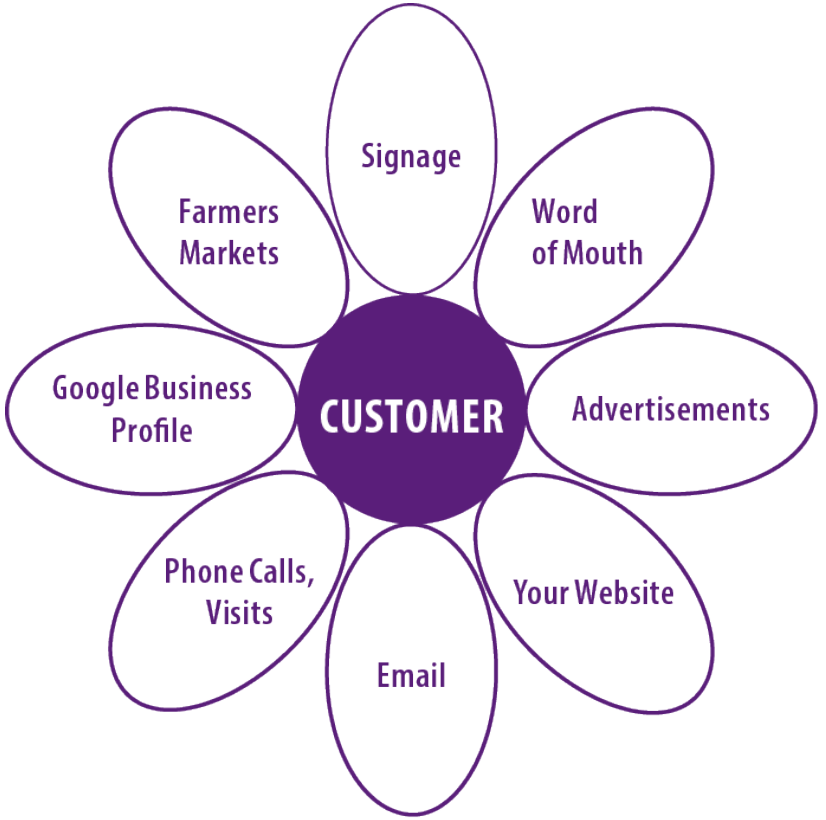
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Promotion

Creating awareness and deepening ties with current and potential customers and supporters through multiple touchpoints.



Customer touchpoints

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BREAKOUT GROUP EXERCISE

Practice Using the 6 Ps

1. Products, Services, and/or Experiences

Are your offerings aligned with your target customers' needs and desires?

Question	Score (1–5)
Do your offerings satisfy your customers' emotional motivations, as well as their physical needs?	
Are your offerings high quality and consistent?	
Do you provide the optimal mix or variety for customer satisfaction and profit?	
Do you update your offerings based on customer feedback or seasons?	
Subtotal for Product (out of 20 possible points):	

Notes (strengths, ideas to improve):

- **Purpose:** Practice using one of the 6 Ps.
- Open the "Products, Services, and/or Experiences Marketing Self-Assessment Worksheet" and "Sample Client Profiles for Marketing Training Exercises."
- As a group, choose a Sample Client to score and discuss their strengths and weaknesses.
- Return to the full group in 15 minutes to discuss.

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Break Time!



See you in 15 minutes

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To Use AI or Not to Use AI?

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GENERATIVE AI

AI: The Elephant In the Universe



Image generated by ChatGPT

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GENERATIVE AI

Be As Smart and Ethical as Possible

- Limit usage
- Plan your prompts
- Protect client privacy—and your own
- Check sources/verify
- Avoid letting LLMs train on your content
- Draft content yourself; use AI for editing and analysis
- Disclose how you use AI

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What Generative AI Is Best At

- Brainstorming and problem-solving
- Writing prompts for specific tasks
- Generating headlines and names
- Editing
- Research
- Analysis
- Formatting

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GENERATIVE AI

Which AI Model is Best? It Depends. Free or Paid Version? It Depends.

ChatGPT

Duck.ai

Claude

perplexity

Gemini

- Try the same task with a few different AI chatbots (such as ChatGPT, Claude, or Gemini) to see which one suits you
- Stick with one AI chatbot for most tasks, so it has context from previous chats
- Subscribe if you're a frequent user and/or use advanced research

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Assisting Clients With Their Market Research Needs

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Before You Start A Research Project, Ask Three Questions

1. What do we need to know?
2. How can we find out?
3. What will we do with the information we gather?

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HOW TO SPOT TRENDS

Common Local Farm and Food Market Research Needs

Trendspotting



Market analysis



Customer analysis



Competitive analysis



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HOW TO SPOT TRENDS

Trendspotting Techniques



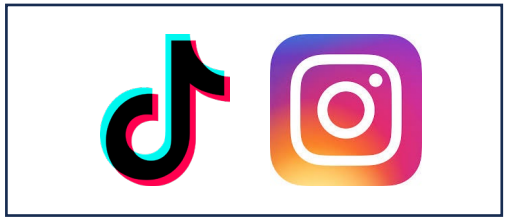
Trade Shows



Observation



Industry Reports



Social Media

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HOW TO SPOT TRENDS

See What People Are Googling



Past 12 months

Yogurt

Raw milk

Trends.google.com is an easy way to gauge interest over time and by region. This comparison shows that despite raw milk being in the news, it (blue) barely shows up in Google searches in Texas in the past 12 months, while yogurt (yellow) attracts much more interest.

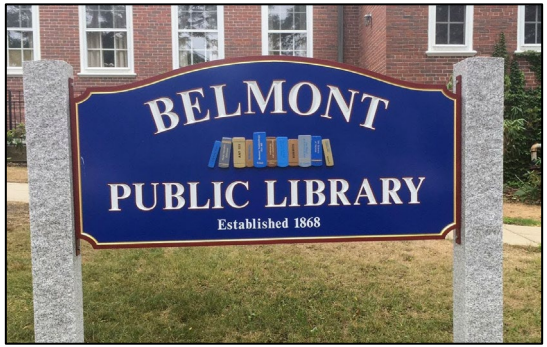
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CONDUCTING OFFLINE RESEARCH

Use Your Own Data; Gather More



Visit Your Public or University Library
(Ask a reference librarian for assistance)

Analyze Your Sales Data





Talk to customers, other vendors, distributors, and industry mavens

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CONDUCTING OFFLINE RESEARCH

Visit Your Ideal Stores/Settings and Observe



- Number of similar products for sale
- SKUs per brand, facings per SKU
- Placement (eye-level, high, low, end-caps)
- Pricing
- Promotions, sales, and discounts
- Shelf talkers, coupons, digital displays

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Identify Your Category/Specific Offerings



Do your customers crave *premium ice cream*? Or will any dessert do?



Do your customers want *grass fed beef*? Or will any beef do?

- Start with the specific category that your customer is looking for.
- If you can't find enough info about your specific offering, search for data about similar offerings or broaden your search to a wider category.

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HOW TO DEFINE YOUR MARKET

What's Your Geography? (Selling Area)

- In which geographic locations (or channels) are your offerings currently available?
- Are your customers primarily locals, or do you also attract tourists?
- Do you plan to expand your selling area?



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HOW TO DEFINE YOUR MARKET

What's Your Niche?



Herbs used in Central American cooking, such as chipilin (pictured)

Agritourism Activities: Pick-Your-Own/ U-Pick





Food Truck in Austin, Texas

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AI MARKET RESEARCH EXERCISE (SOLO)

Help A Client Differentiate Her Farm

- Enter the following prompt into a generative AI chatbot:

My client is a diversified produce farm in Hadley, MA with a farm store, CSA, and pick-your-own operation. She seeks to differentiate her farm. Please generate a prompt to conduct a competitive analysis of similar farms within a 10-mile radius and present the results in chart form with appropriate headings.

- Answer questions; refine the AI chatbot's suggested prompt as needed.
- Enter the final revised prompt to conduct the competitive analysis.
- Review the results; identify any key differentiators to share with your client.
- You have 20 minutes for this exercise.

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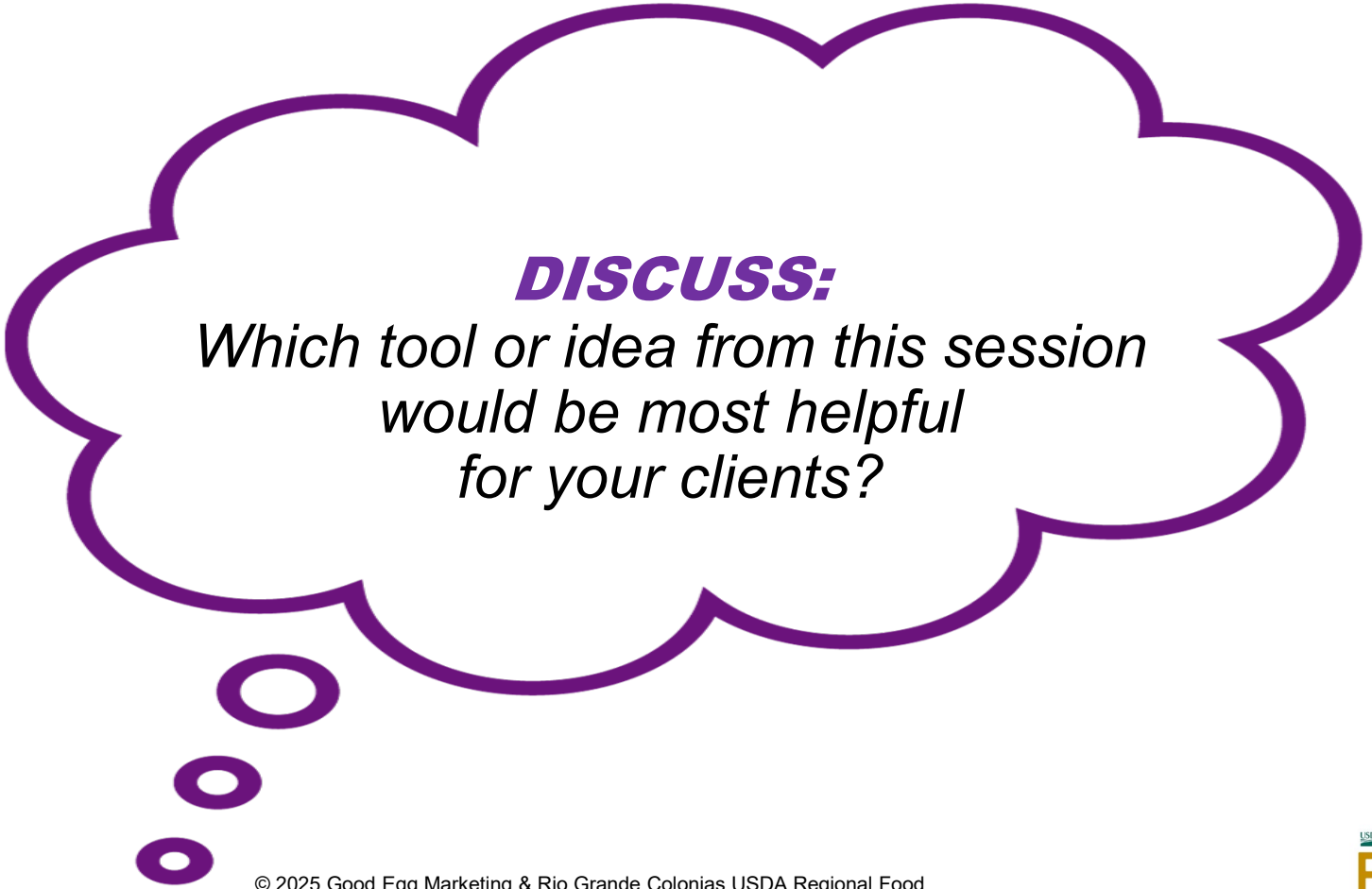
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